

MARYLAND DEPARTMENT OF HEALTH

CUSTOMER SERVICE

**Ron Pringle, Special Assistant
Office of Constituent and Customer Services**



MARYLAND
Department of Health

Goal

Our goal is to **develop excellence** in the provision of customer service at the Maryland Department of Health (MDH) and throughout the state of Maryland

Goal

Improvement to the way that MDH employees respond to customers, both external and internal, is a **key focus of the Hogan Administration**

As a **Governor-led initiative**, customer service training is mandatory for every State employee

Goal

MDH CUSTOMER SERVICE:

- *Every person*
- *Every contact*
- *Every day*

Excellent customer service should be integrated into everything we do and be present in every personal encounter we have, every day

Customer Service Promise

Reminders are placed strategically throughout MDH headquarters, as well as in MDH offices and facilities throughout the state

The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner—

Customer Service Promise

Friendly and Courteous:

- Smile
- Say please and thank you
- Care
- Give respect

Customer Service Promise

Friendly and Courteous (*continued*)

- Listen
- Be sincere and empathetic
- Give the kind of service to others that you would expect for yourself—MDH handles life and death level issues—**what if it were you?**
- Cannot depend on the day or your feelings

Customer Service Promise

Timely and Responsive

- Timely response to customer inquiry
- Benefits you, in your own work productivity
- Even if you don't have an answer, respond immediately to let customer know issue is being addressed

Customer Service Promise

Accurate and Consistent

- Recognize that we are not all subject matter experts
- Quickly forward the issue to the correct unit for assistance
- Customer Service Team processes for uniform consistency
- Telephones, Contact Us, HealthMD Email, Controlled Correspondence

Customer Service Promise

Accessible and Convenient

- Respond quickly
- Answer your phone
- Retrieve your voicemails
- Return emails regularly
- If you feel someone's been transferred too many times, take a message and forward appropriately

Customer Service Promise

Truthful and Transparent

- Be honest with your limitations
- Do not make promises that cannot be fulfilled
- Give the customer realistic expectations

“I’ve learned that people will forget what you said; people will forget what you did; but people will never forget how you made them feel.”

– Maya Angelou

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ronald.pringle@maryland.gov

